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## OLAF MONRAD BULB CO., INC.

~~2005 FIRST AVENUE~~ - ELIOT 8797

900 Thomas St. - our new address

9

SEATTLE X, WASHINGTON

August 16, 1948

### IMPORTANT PRICE CHANGE FOR PACKAGE BULBS - FALL 1948

We feel that the buying Public is becoming more and more "price conscious," and that a change in our packaging is necessary in order to give the Public what they want - at the price they can afford to pay. We are, therefore, changing our Package Bulb prices as follows:

	<u>Per Bag</u>	
	<u>Cost</u>	<u>Retail</u>
<u>Named varieties of Tulips</u>	.22	.39
<u>Mixed Darwin &amp; Cottage Tulips, 10/11 cm.</u>	.29	.49
<u>Mixed Darwin &amp; Cottage Tulips, 11/12 cm.</u>	.52	.89
<u>Named varieties of Daffodils &amp; Narcissus</u>	.29	.49
<u>Mixed Daffodils &amp; Narcissus</u>	.29	.49

In order for us to bring this better price set-up to you, we have lowered the number of Tulips per bag by one Bulb in the Named Varieties only, and, in this way, have made a more attractive retail price possible. There is no change in the number of Bulbs per bag for Mixed Tulips 10/11 and 11/12, named varieties of Daffodils and Mixed Daffodils and Narcissus.

We hope you will find this change will increase your sales as much as we sincerely feel it will. The buying Public is actually getting a better buy for their money. You, Mr. Dealer, are still receiving the same, if not better, margin of profit.

REMEMBER.....Monrad Bulb Co., Inc., is the only packer of Bulbs who -

1. Gives you such a complete selection from which to choose.
2. States the size of Bulb in each package.
3. States the exact number of Bulbs per package, and
4. Always uses first quality Bulbs that will give the "home gardener" complete satisfaction.

Please attach this price change to your price list.

500 Thomas St. - Mt. View, N.Y. 10023

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order to give the Public what they want - a good and

conscious," and that a change in our position is necessary

"We feel that the buying Public is becoming more and more

Page	Date	Particulars	Amount
30	1900	Wages of John	1.00
31	1900	Wages of John	1.00
32	1900	Wages of John	1.00
33	1900	Wages of John	1.00
34	1900	Wages of John	1.00
35	1900	Wages of John	1.00
36	1900	Wages of John	1.00
37	1900	Wages of John	1.00
38	1900	Wages of John	1.00
39	1900	Wages of John	1.00
40	1900	Wages of John	1.00
41	1900	Wages of John	1.00
42	1900	Wages of John	1.00
43	1900	Wages of John	1.00
44	1900	Wages of John	1.00
45	1900	Wages of John	1.00
46	1900	Wages of John	1.00
47	1900	Wages of John	1.00
48	1900	Wages of John	1.00
49	1900	Wages of John	1.00
50	1900	Wages of John	1.00
51	1900	Wages of John	1.00
52	1900	Wages of John	1.00
53	1900	Wages of John	1.00
54	1900	Wages of John	1.00
55	1900	Wages of John	1.00
56	1900	Wages of John	1.00
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88	1900	Wages of John	1.00
89	1900	Wages of John	1.00
90	1900	Wages of John	1.00
91	1900	Wages of John	1.00
92	1900	Wages of John	1.00
93	1900	Wages of John	1.00
94	1900	Wages of John	1.00
95	1900	Wages of John	1.00
96	1900	Wages of John	1.00
97	1900	Wages of John	1.00
98	1900	Wages of John	1.00
99	1900	Wages of John	1.00
100	1900	Wages of John	1.00

In order for us to bring this better price setting to you, we have  
 lowered the number of T-11's per bag by one half in the named  
varieties only, and, in this way, have made a more attractive  
 call price possible. There is no change in the amount of T-11's  
 per bag for Mixed T-11's and T-12's, named varieties of T-11's  
 and Mixed T-11's and T-12's.

We hope you will find this change will increase your sales. The buying public is generally getting a better pay for their money. You, Mr. Dealer, are receiving the same, if not better, margin of profit.

REMEMBER... Monted Bull Co., Inc., is the only maker of Bull  
who -

1. Gives you such a complete selection from which to choose.
2. States the size of bulb in each package.
3. States the exact number of bulbs per package, and
4. Always uses first quality bulbs that will give the "home gardener" complete satisfaction.

Please attach this price change to your price list.